

PARLIAMENT PARTY ZONE  
WINTER PROGRAM

PROGRAM MERCHANDISE/INCENTIVES

II. HUNTER MOUNTAIN, NY

\*based on an average club capacity of 1500 people

\*based on 4 promotions per week for 5 weeks in this area, or 20 promotions total

\*based on a 30% smoker percentage

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**A. Sampler Materials (1 supervisor & 5 samplers in this area)**

Total

Rugby Shirts	100
Shorts	70
Leggings	70
T-Shirts	10
Jogging Pants	70
Sampling Satchels	30

**B. Incentives**

Per Event

Total

T-Shirts	30	600
Caps	30	600
Party Racks	30	600
Key Rings/Opener	250	4000
Sweatshirts	15	300
Lighters	450	9000

(door giveaways)

(survey incentives)

**C. Bar Materials**

Per Event

Total

Ashtrays	70	1400
Coasters	1000	20000
Cups	1000	20000
Napkins	2000	40000
Menu Holders	40	800
Matches	150	3000
Message Boards	5	100
Survey Cards	450	9000
Samples	450	9000
Laminates	450	9000
Table Cloths		10
Posters	10	200
Small Posters	10	200
Neons		6
Rope Pennants	5	100
Banners 3X5	4	80
Banners 5X5	4	80
Banners 4X10	2	40
T-Shirts	25	500

(to be given to bar staff)

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Do we  
need to do  
This

PARLIAMENT PARTY ZONE  
WINTER PROGRAM

*This replaces  
the old one*

PROGRAM MERCHANDISE/INCENTIVES

L. KILLINGTON, VT AND STOWE, VT

\*based on an average club capacity of 400 people

\*based on 4 promotions per week for 5 weeks in these 2 areas, or 40 promotions total

\*based on a 30% smoker percentage

*2*

**A. Sampler Materials (1 supervisor & 2 samplers in these areas)**

	<u>Total</u>
Rugby Shirts	120
<del>Shorts</del>	80
Leggings	80
<del>T-Shirts</del>	120
Jogging Pants	80
Sampling Satchels	40

**B. Incentives**

	<u>Per Event</u>	<u>Total</u>	
T-Shirts	10	400	
Caps	10	400	
Fanny Packs	10	400	
Key Rings/Opener	100	4000	(door giveaways)
Sweatshirts	5	200	
Lighters	120	4800	(survey incentives)

**C. Bar Materials**

	<u>Per Event</u>	<u>Total</u>	
Ashtrays	40	1600	
Coasters	500	20000	
Cups	500	20000	
Napkins	1000	40000	
Menu Holders	20	800	
Matches	45	1800	
Message Boards	3	120	
Survey Cards	120	4800	
Samples	120	4800	
Laminates	120	4800	
Table Cloths		20	
Posters	5	200	
Small Posters	52	200	
Neons		14	
Rope Pennants	3	120	
Banners 3X5	2	80	
Banners 5X5	2	80	
Banners 4X10	1	40	
T-Shirts	10	400	(to be given to bar staff)

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